

colors

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ness. Your color choice should complement the larger building and that of other businesses within your business district. The number of different colors used should be kept to a minimum.

Painting masonry that has not been painted before is strongly discouraged. However, for those buildings that have been painted, a simple change of color is a visual but inexpensive way to dramatically improve

your business. Painting your building or your storefront, however, is not always necessary or desirable. Resources are best used to improve the quality of materials used for storefront enhancements.



THE OPTIC ZONE (CAPITOL HILL)

ENCOURAGED

- Selecting paint colors that complement the color of the larger building.
- Coordinating the colors of all storefront components as a marketing tool for your business.
- Using paint colors to accentuate architectural details such as dentils, rosettes, cornice lines, etc.
- Exploring how painting storefronts or buildings in selective locations might increase the visibility of a business without seeming inconsistent or out of character with others in that district.
- Installing pre-painted metal window and door frames and lighting fixtures (prohibited in historic districts).

STRONGLY DISCOURAGED

- Painting masonry that has not been painted before, especially in historic districts.
- Failing to maintain painted or other colored storefront elements that have faded, peeled or flaked due to weather conditions.
- Selecting colors that detract from the overall image of the storefront and building.

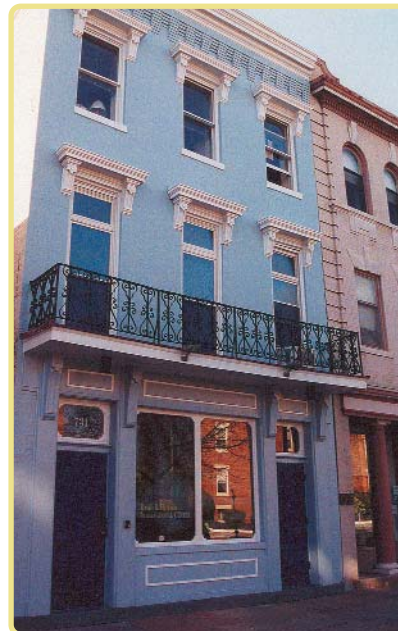
painted storefronts



STARFISH CAFÉ (CAPITOL HILL)



BIG WHEEL BIKES (GEORGETOWN)
NOTE WALL MOUNTED SIGNAGE AND
AWNINGS FOR UPPER STORY WINDOWS.



DAVID R. HUNTER INTERNATIONAL CENTER
(CAPITOL HILL)



LAZIO RISTORANTE ITALIANO (GEORGETOWN)
NOTE SCONCE LIGHT FIXTURE ON WALL, OPERABLE WINDOWS, PAINTED
BUSINESS SIGNAGE ON WINDOWS AND COMMERCIAL DOOR.